

Statement of Purpose

Bird / Litter-Free Campaign, Bloomfield, CT

This public service ad/outdoor sign, part of a series, spearheads a litter-free initiative for the Town of Bloomfield, Connecticut. It was placed throughout the park and trails system to drive awareness on littering's impact on Nature and quality of life – wildlife and human life.

The stark imagery of the bird with its feet tied together by the trappings of a plastic bag makes a direct connection between the act of littering and the harm it causes.